

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A deep sea fishing lure comprising:
  - a lure body;
  - a jacket installed on the body made of a light-transmissive material and configured to visually resemble a bait attractive to the sport fish;
  - said body including a housing with generally light-transmissive sidewalls and an interior space for accommodation of display lights;
  - a first linear bank of display lights installed in the housing parallel to an intended direction of travel of the lure through a body of water and including a set of spaced apart lights viewable through the sidewalls of the housing;
  - a circular bank of display lights installed in the housing aft of the first linear bank of lights and including a set of spaced apart, aft facing lights;
  - a fiber optic bundle having a first end connected inside the housing next to the circular light bank so as to receive light from the circular light bank, and a second end extending aft out of the housing to transmit light from the circular light bank;
  - a battery pack installed in the housing and connected to the lights; and
  - an on/off switch connected between the display lights and the battery pack to turn the display lights on and off.
2. The fishing lure of claim 1 including:
  - a second linear bank of display lights parallel to the first bank.
3. The fishing lure of claim 2 including:

at least one flasher module connected to said light banks operative to flash lights of the light banks on and off for the purpose of attracting fish.

4. The fishing lure of claim 3 wherein:

said flasher module is operative to sequentially flash lights of the light banks.

5. The fishing lure of claim 4 including:

a metal leader tube passing centrally through the lure body and the jacket.

6. The fishing lure of claim 4 wherein:

the lights of said light banks are light emitting diodes.

7. The fishing lure of claim 5 wherein:

the lights are green.

8. The fishing lure of claim 4 including:

a clear epoxy resin filling the interior space of the housing and encapsulating the items therein.

9. The fishing lure of claim 4 wherein:

said on/off switch is a magnetically actuated reed switch operable through the use of a magnet held exteriorly to the housing.

10. The fishing lure of claim 4 wherein:

said jacket is configured in the likeness of a squid.

11. The fishing lure of claim 4 wherein:

said battery pack includes a plurality of rechargeable batteries, and a recharging circuit connected to the batteries and a recharging receptacle installed in the housing sidewalls.

12. The fishing lure of claim 1 including:

at least one flasher module connected to said light banks operative to flash lights of the light banks on and off for the purpose of attracting fish.

13. The fishing lure of claim 12 wherein:

said flasher module is operative to sequentially flash lights of the light banks.

14. The fishing lure of claim 13 wherein:

said flasher module is a connected to the first linear light bank operative to sequentially flash the lights, and including a second flasher module connected to the circular light bank operative to sequentially flash the lights of the circular light bank.

15. A deep sea fishing lure comprising:

a lure body;

a jacket installed on the body made of a light-transmissive material and configured to visually resemble a bait attractive to the sport fish;


said body including a housing with generally light-transmissive sidewalls and an interior space for accommodation of display lights;

a circular bank of display lights installed in the housing circularly disposed about an axis parallel to an intended direction of travel of the lure through a body of water and including a set of spaced apart, aft facing lights;

a fiber optic bundle having a first end connected inside the housing next to the circular light bank so as to receive light from the circular light bank, and a second end extending aft out of the housing to transmit light from the circular light bank;

a battery pack installed in the housing and connected to the lights; and

an on/off switch connected between the display lights and the battery pack to turn the display lights on and off.

16. The fishing lure of claim 15 including:  
a flasher module connected to said light bank operative to flash lights of the light bank on and off for the purpose of attracting fish.
17. The fishing lure of claim 16 wherein:  
said flasher module is operative to sequentially flash lights of the light bank.
18. The fishing lure of claim 17 wherein:  
the lights of said light bank are light emitting diodes.
19. The fishing lure of claim 18 wherein:  
the lights are green.
20. The fishing lure of claim 19 including:  
a clear epoxy resin filling the interior space of the housing and encapsulating the items therein.
21. The fishing lure of claim 20 wherein:  
said on/off switch is a magnetically actuated reed switch operable through the use of a magnet held exteriorly to the housing.
22. The fishing lure of claim 20 wherein:  
said jacket is configured in the likeness of a squid.
23. The fishing lure of claim 20 wherein:  
said battery pack includes a plurality of rechargeable batteries, and a recharging circuit connected to the batteries and a recharging receptacle installed in the housing sidewalls.
24. A deep sea fishing lure comprising:   
a lure body;

a jacket installed on the body made of a translucent material and configured to visually resemble a bait attractive to the sport fish;

said body including a housing with generally light-transmissive sidewalls and an interior space for accommodation of display lights;

first and second linear banks of display lights installed in the housing parallel to an intended direction of travel of the lure through a body of water and including sets of spaced apart lights viewable through the sidewalls of the housing;

a circular bank of display lights installed in the housing aft of the first and second linear banks of lights and including a set of spaced apart, aft facing lights;

at least one flasher module connected to said light banks operative to flash lights of the light banks sequentially on and off for the purpose of attracting fish.

a battery pack installed in the housing and connected to the lights; and

an on/off switch connected between the display lights and the battery pack to turn the display lights on and off.

25. A deep sea fishing lure comprising:

a lure body having a forward end and an aft end that trails the forward end when the body is moved in an intended direction through a body of water to catch fish;

said body including a housing with generally light-transmissive sidewalls and an interior space for accommodation of display lights;

a first linear bank of display lights installed in the housing parallel to an intended direction of travel of the lure through and including a set of spaced apart lights viewable through the sidewalls of the housing;

a circular bank of display lights installed in the housing aft of the first linear bank of lights and including a set of spaced apart, aft facing lights;

at least one flasher module connected to said light banks operative to flash lights of the light banks on and off for the purpose of attracting fish;

a fiber optic bundle having a first end connected inside the housing next to the circular light bank so as to receive light from the circular light bank, and a second end extending aft out of the housing to transmit light from the circular light bank;

a battery pack installed in the housing and connected to the lights; and

an on/off switch connected between the display lights and the battery pack to turn the display lights on and off.

26. The fishing lure of claim 25 including:

a second linear bank of display lights parallel to the first bank.

27. The fishing lure of claim 26 wherein:

the lights of said light banks are light emitting diodes.

28. The fishing lure of claim 27 wherein:

said on/off switch is a magnetically actuated reed switch operable through the use of a magnet held exteriorly to the housing.